



JEAN BATEMAN *Opening doors. Closing sales.*

The Key to Selling Your Home

The home selling process is as unique as the people and properties involved, but here is a simplified glimpse at the typical experience from signing on with Jean to moving day.

Signing a listing agreement with Jean means she is committed to selling your home and being by your side through the entire process.

1 PRE-LISTING WALKTHROUGH

- Arrange a time where you and I can walk the interior and exterior of your home. It is important that I understand what the home means to you and start learning the details.
- This is an excellent time to create a to-do list for preparing your home for the photo shoot and get it show-ready. We have a saying in residential real estate, “Living is far different than showing.” Refer to my Maintenance & Pre-Listing Recommendations on JeanBateman.com/blog.
- Items that are attached to the house and you don’t want to leave (e.g., chandeliers, etc.), now is the time to take them down. You can exclude it on the listing, but many times those are the very items that a buyer may want.

2 DOCUMENTS

- We will coordinate all the documentation that is necessary for listing your home, from the listing agreement to executing a contract; however, it is the responsibility of the seller to complete the Seller’s Disclosure (full disclosure is highly recommended, including all reports pertaining to the home).
- Providing a survey usually means that you will not be asked to pay for a new one.

3 HOME PREPARATION

- Refer to my Maintenance & Pre-Listing Recommendations on JeanBateman.com/blog.
- Have your mechanicals serviced; roof (and under home if it’s pier & beam) inspected; paint touched-up; chimneys cleaned, etc. I can help you find the right service people to prep your home for the photo shoot and tours.
- Decluttering, organizing, staging, landscaping is imperative to reach our goal of high quality photographs that will drive buyers to your home. 85% of people start their search online, so photographs are important.
- I will schedule IPlan to create a floor plan of your home; people enjoy having a floor plan to imagine themselves in the property and it is a wonderful online marketing tool.

4 PHOTOSHOOT

I will have a photographer shoot professional exterior and interior photos of the property and will try to be on site with the photographer. These photos will be used on social media as well as print materials.

5 KICK-OFF PREPARATION

- We will agree upon the best day (either Monday, Tuesday, or Wednesday) to introduce your property to the market.
- I will schedule a Monday Tour for all Allie Beth agents, then a Tuesday or Wednesday Tour (depending on your location) for all MLS agents in the area.



KICK-OFF PREPARATION (CONT.)

- I will send out an e-blast with creative copy and photography announcing your property to a very large number of area agents.
- I will promote your property on all of my social media sites: Facebook, Instagram, Twitter, blog, etc.
- Allie Beth's marketing departments will post it on social media all around the world.

YOUR PROPERTY HITS THE MARKET

- Monday, Tuesday or Wednesday Tour. Usually 2 hours.
- "For Sale" sign is posted in the front yard.
- Possible kick-off event.
- I will schedule showings, set up Sunday open houses, group tours and Allie Beth tours.

RECEIVING THE OFFER

We will work side by side to determine and negotiate the best terms for you. Executing a contract that will flow all the way to the closing table is our goal. As soon as we have an executed contract, the buyer's agent should deliver an Option check to us and an Earnest check to the title company. The title company sends all parties a fully receipted/executed copy of the contract.

INSPECTION

- I will encourage the buyers to schedule their inspection as soon as we have an executed contract.
- General inspection is usually a 4-6 hour process. Additional inspections may be required.

NEGOTIATING THE AMENDMENT FOR REPAIRS

- This process can be one of the more challenging parts of selling your home.
- Repairs can be made by the seller, buyer, an amount determined to be reimbursed, or a combination of these.
- If the seller makes some of the repairs, you will be asked to provide receipts for the repairs on or before closing.

APPRAISAL

The buyers' lender will send an appraiser to the property. I will provide a copy of the sales contract (for verification of the sales price) and provide comps to facilitate in the appraisal process. Assuming the appraisal is above or in line with the purchase price, the mortgage loan process will continue to move forward.

SCHEDULE TRANSFER OF UTILITIES & MOVE

Arrange for utilities to be terminated under your name — most buyers' goal is to transfer the utility service to their name before termination. Arrange your move date to coordinate with the contract agreement. Leave the property in condition as agreed upon in contract.

BUYERS' WALKTHROUGH

Current custom is that the buyer walks through the property the day of or before closing to verify the property is in agreed upon condition.

CLOSING

- Jean will arrange the closing time at your convenience. Please bring your driver's license. All keys/garage openers, etc. should be turned over to the title company at closing.
- Keys will not be given to the buyer until the property is funded.
- Notify your Escrow Officer if you will not be in town on the closing date. If you will not be present to sign documents at closing and are planning to use a Power of Attorney, have them approved by the title company prior to closing. The title company must contact you on the day of closing to make sure you are alive and well and have not revoked the POA. The title company requires the original document for recording

DALLAS COUNTY APPRAISAL DISTRICT

Check 3-6 months after closing to make sure the name on records has been appropriately changed.

For a digital copy and additional resources, click jeanbateman.com/blog.



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